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Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

Tab Settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼



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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of the conveying party(ies):

ClickAction, Inc.

2197 East Bayshore Road

Palo Alto, CA 94303

- ☐ Individual(s) citizenship ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State: Delaware
☐ Other

Additional name(s) of conveying party(ies) attached?: ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: October 3, 2002

2. Name and address of receiving party(ies)

Name: Elibrium, Inc.

Internal

Address:

Street Address: Two Waters Park Drive, Suite 150

City: San Mateo State: CA Zip: 94403

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State California
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

76058111

~~75896289~~

75896150

B. Trademark Registration No.(s)

See attached.

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Laura E. Sax

Internal Address:

Orrick, Herrington & Sutcliffe LLP

Street Address: 400 Capitol Mall, Suite 3000

City: Sacramento State: CA Zip: 95814

6. Total number of applications and registrations involved:

34

7. Total fee (37 CFR 3.41)..... \$ 865.00

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number:

150665

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Laura E. Sax

Name of Person Signing

Laura Sax

Signature

October 4, 2002

Date

Total number of pages including cover sheet, attachments, and document:

6

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

10/11/2002 LMUELLER 00000122 76058111

01 FC:481
02 FC:482

40.00 DP
825.00 DP

TRADEMARK
REEL: 002598 FRAME: 0082

**Attachment to Recordation Form
ClickAction, Inc. to Elibrium, Inc.**

Registered Marks - United States Patent & Trademark Office

Trademark/Service Mark	Registration No.	Registration Date	Class(es)
MYDISKLABELER	1,732,740	11/17/1992	9
MYDATABASE	1,841,729	6/28/1994	9
MYLABELDESIGNER	1,841,730	6/28/1994	9
MY ADVANCED MAILLIST	1,842,809	7/5/1994	9
ONLY 5 MINUTES TO LEARN THE BASICS	2,085,469	8/5/1997	9
ONLY 5 MINUTES TO LEARN THE BASICS And Design	2,090,619	8/26/1997	9
MYMAILLIST	2,106,096	10/21/1997	9
JUMPSTARTS	2,165,201	6/16/1998	9
JALAPENO	2,175,557	7/21/1998	9
PACIFICA INTERNET AUTHORIZING TOOLS	2,186,536	9/1/1998	9
PROVENTURE	2,203,549	11/17/1998	9
MY INTERNET BUSINESS PAGE	2,239,163	4/13/1999	9
MY SOFTWARE CO. KEEPING IT SUPERBLY SIMPLE And Design	2,261,749	7/20/1999	9
MYCREATIVECLIPART	2,328,923	3/14/2000	9
MY MAIL MANAGER	2,330,459	3/21/2000	9
MY ADVANCED BROCHURES, MAILERS AND MORE	2,334,054	3/28/2000	9
MY ADVANCED LABEL DESIGNER	2,334,055	3/28/2000	9
MY BUSINESS CARDS	2,334,056	3/28/2000	9
MYBROCHURES	2,339,440	4/11/2000	9
MYPROSPECTS.COM	2,384,993	9/12/2000	35
MYPROSPECTS.COM And Design	2,385,252	9/12/2000	35
MYBUSINESSPUBLISHER	2,387,017	9/19/2000	9
MYBUSINESS E-MAILER	2,387,018	9/19/2000	9
MYTYPEARTIST	2,309,103	1/18/2000	9
MYHOLIDAYMAILINGKIT	2,424,459	1/30/2001	9
CREATIVITY PACK	2,445,082	4/17/2001	9
MYCONTACTMANAGER	2,451,701	5/15/2001	9
MYPROSPECTS	2,482,901	8/28/2001	35
MYDELUXEINVOICES & ESTIMATES	2,497,761	10/16/2001	9
ELIBRIUM	2,507,248	11/13/2001	9
MYCUSTOMSTATIONERY	2,541,164	2/19/2002	9

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of the 3rd day of October, 2002 by ClickAction Inc., a Delaware corporation, having an address of 2197 East Bayshore Road, Palo Alto, California 94303 (AAssignor"), with assignment to Elibrium, Inc., a California corporation, having an address of Two Waters Park Drive, Suite 150, San Mateo, California 94403 (AAssignee=).

W I T N E S S E T H

WHEREAS, Assignor is the owner of the marks, trademarks, servicemarks and/or tradenames listed on Exhibit A (the AMarks=);

WHEREAS, Assignee wishes to acquire, and Assignor wishes to transfer, sell, assign, and convey the Marks, including all common law rights therein and all applications to register and registrations thereof, together with the goodwill that it represents and all right, title and interest thereto;

NOW, THEREFORE, in consideration of the mutual promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

1. Assignor hereby transfers, sells, assigns, and conveys unto Assignee the Marks, including the goodwill that it represents and that portion of Assignor's business to which the Marks pertain, and all right, title and interest therein, on a world-wide basis, as well as the right to sue and collect damages in Assignee=s own name for any and all past, present or future infringement, dilution, or other injury to the goodwill thereof.
2. Assignor agrees to execute and deliver to Assignee such instruments of transfer and other documents as Assignee may request to effect the purposes of this Agreement.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be executed as of the date above written.

CLICKACTION INC.


By: 
Title: CEO
Date: Oct 3, 2002

EXHIBIT A

List of Trademarks/Service Marks/Tradenames

Registered Marks - United States Patent & Trademark Office

Trademark/Service Mark/Trade Name	Number of Registrations	Registration Date	Class
CREATIVITY PACK	2,445,082	4/17/2001	9
ELIBRIUM	2,507,248	11/13/2001	9
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MYBROCHURES	2,339,440	4/11/2000	9
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MYBUSINESSPUBLISHER	2,387,017	9/19/2000	9
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MYCREATIVECLIPART	2,328,923	3/14/2000	9
MYCUSTOMSTATIONERY	2,541,164	2/19/2002	9
MYDATABASE	1,841,729	6/28/1994	9
MYDELUXEINVOICES & ESTIMATES	2,497,761	10/16/2001	9
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MYLABELDESIGNER	1,841,730	6/28/1994	9
MYMAILLIST	2,106,096	10/21/1997	9
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PROVENTURE	2,203,549	11/17/1998	9

DOCSSC1:312604.1

Pending Applications Filed- United States Patent & Trademark Office

ICATCHERS	76/058,111	5/11/2000	9	Published, 1/29/02
MYADVANCEDINVOICES & ESTIMATES	75/896,289	1/13/2000	9	Pending, Non- Final Action Mailed
MYBUSINESSPLANSTARTER	75/896,150	1/13/2000	9	Published, 6/25/02

*Abandoned Marks - United States Patent & Trademark Office
Possible Common-Law Rights*

ALCATRAZ	75/208,095	12/4/1996	7/1/1998	9
BUSINESS PAGE	75/063,967	2/27/1996	7/25/1997	9
ELIBRIUM SIMPLY PRODUCTIVE And Design	78/023,931	8/31/2000	12/26/2001	35
ICATCHERS	76/058,110	5/11/2000	3/1/2002	42
JALAPENO HOT BANNERS	75/174,829	10/1/1996	9/11/1998	9
JALAPENO HOT BUTTONS	75/209,567	12/6/1996	7/6/1998	9
JALAPENO HOT BUTTONS AND MORE	75/174,845	10/1/1996	1/15/1998	9
JALAPENO HOT MAP	75/208,986	12/5/1996	2/26/1999	9
JETMAIL	75,402,982	12/10/1997	06/10/1999	9
LISTPORTAL.COM	75/738,354	6/28/1999	8/23/2000	35
MYEMAILPROSPECTS.COM	75/738,581	6/28/1999	9/13/2001	35
MYEPROSPECTS.COM	75/738,059	6/28/1999	9/13/2001	35
OFFICEBUILDER	75/651,773	3/2/1999	8/16/2000	9
PACIFICA PROFESSIONAL WEB RESUME	75/297,971	5/27/1997	4/2/1998	9
PACIFICA WEB CATALOG	75/208,989	12/5/1996	4/1/1998	9
PACIFICA WEB CALENDAR	75/208,935	12/5/1996	4/1/1998	9
PINNACLE	75/224,920	1/8/1997	11/15/1999	9

*Cancelled Marks – United States Patent & Trademark Office
Possible Common-Law Rights*

Mark	Registration No.	Cancel Date	Page	Section
MYINVOICES	1,840,409	6/29/2001	9	Section 8
MYPHONEBOOK	1,842,805	7/13/2001	9	Section 8
MYCATALOG	1,840,525	6/29/2001	16	Section 8
MYBACKUP	1,842,804	7/13/2001	9	Section 8

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RECORDED: 10/07/2002

TRADEMARK
REEL: 002598 FRAME: 0087